



BAXTER GALLERY LONDON

September 2025: Baxter Gallery London
opens its doors in the heart of the Italian Design District

Amidst the timeless charm of Harrods and the grand neo-classical architecture of the National Museum, along the renowned Brompton Road, Baxter will unveil its new Baxter Gallery in September 2025, offering a glimpse into the art of design at the core of London's refreshed Italian Design District.

Situated within the iconic Empire House, a neo-baroque structure that once served as the offices and workshops for Continental Tyre in the early 1900s, the new Baxter Gallery beautifully merges tradition with modernity. With 370 square metres of display space, the area follows a modernist and rationalist-inspired concept, meticulously curated to both surprise and engage visitors.

The ground floor, designed as a true art gallery, employs a dynamic interplay of contrasting volumes, creating a space that alternates between harmony and tension. Two elevated platforms outline the main exhibition zones, ensuring the route is especially dynamic and immersive. The Gallery is accessed through an evocative glass tunnel, a dramatic feature that provides visitors with a dual viewpoint on the exhibition configuration.

Situated in the basement, The Apartment surpasses its role as just a showroom, presenting an elegant setting that encapsulates Baxter's essence. A cosy living room, a refined dining room with showcooking area and an intimate and refined suite reveal the Baxter style of living. Here, design is transformed into everyday life, immersing guests in a universe of style and comfort.

In this distinctive setting, Baxter will showcase selections from its new Worldwide 2025 collection, alongside the emblematic pieces that have defined the brand's history. Each piece displayed in the Baxter Gallery transcends mere furniture, standing as a work of art crafted to interact with its environment. The space is crafted and adorned with the precision of a tailor, each time in a uniquely different manner. As a result, each set is entirely unique, composed of a mix of elements that is impossible to duplicate.



Through this new opening, Baxter not only reimagines the notion of a furniture gallery but also strengthens the connection between the artistry of Italian design and the global stage. And the Gallery of London is set to become an essential destination for true enthusiasts of design and beauty.